

NATIONAL DISASTER MANAGEMENT AUTHORITY
TERMS AND CONDITIONS FOR ANIMATED VIDEO/STORY
BOOKS/ POSTERS ON
DISASTER RESILIENT PAKISTAN

Animated Video/Story book and Posters
Request for Proposal

Background: Pakistan is the sixth most populous country in the world with a population of around 200 million, where nearly one third are children aged 0 – 14 years and the male to female ratio being 1.06 male/female. Pakistan is vulnerable and prone to numerous disasters, both natural and manmade. Geologically it overlaps both with the Indian and the Eurasian tectonic plates where its Sindh and Punjab provinces lie on the north-western corner of the Indian plate while Balochistan and most of the Khyber-Pakhtunkhwa lie within the Eurasian plate which mainly comprises the Iranian plateau, some parts of the Middle East and Central Asia. The Northern Areas and Azad Kashmir lie mainly in Central Asia along the edge of the Indian plate and hence are prone to violent earthquakes where the two tectonic plates collide. Since it lies in the centre of tectonic plates, Pakistan has been vulnerable to a number of deadly earthquakes causing damages from which the country has still not recovered full. Heavy rains and floods have become a regular phenomenon during the monsoon since year 2010. The coastal areas of Pakistan are prone to cyclones and tsunamis. The situation of droughts is also very evident in the rain fed areas of Punjab, Sindh and Balochistan. Insect infestation is another hazard which impacted thousands of acres of cotton crop a few years back.

Besides these major disasters, Pakistan faces a number of man-made disasters (e.g. terrorism, fire incidents etc.) Pakistan also struggles with terrorism and FATA issues led to temporary displacement of population with attendant issues of humanitarian assistance

Vulnerability and impact of disasters

People differ in their exposure to risk as a result of their social group, gender, ethnic or other identity, age and other factors. Vulnerability in the context of disaster can be defined as “the diminished capacity of an individual or group to anticipate, cope with, resist and recover from the impact of a natural or man-made hazard”. The concept is relative and dynamic.

Vulnerability is most often associated with poverty, but it can also arise when people are isolated, insecure and defenceless in the face of risk, shock or stress. Vulnerable groups include displaced populations, migrants, marginalized/destitute persons (including disabled persons), elderly, women and young children. Vulnerable groups suffer the most during disasters due to their reduced capacity to cope with the situation.

National Disaster Management Authority

The National Disaster Management Authority (NDMA) is the lead agency at the Federal level to deal with entire spectrum of Disaster Management Activities from preparedness, rescue, relief, recovery and /rehabilitation. It is the executive arm of the National Disaster Management Commission (NDMC), which has been established under the

Chairmanship of the Prime Minister, as the apex policy making body in the field of Disaster. In the event of any disaster all stakeholders, including Government Ministries/Departments/Organizations, Armed Forces, INGOs, NGOs, UN Agencies work through and from part of the NDMA to conduct one window operation. The current project is part of Annual Work Plan (AWP) signed between NDMA and UNICEF to support child centred disaster risk reduction and management.

ToRs for Animated Video/Story books/ posters

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| Audience: | School Students /Teachers /General Public. |
| Scope : | Develop concepts, illustrations and 3 animation videos (90 – 120 seconds) covering the topics: Flood safety, earth quake safety and other hazards like fire safety or terrorism etc. that comes under school safety umbrella. Develop visual storybooks of all 3 animations Design posters on the same line. |
| Purpose: | Creating awareness in Schools/ teachers /students and General Public about natural and man-made disasters, Calamities their effects, measures for mitigation preparedness while also highlighting system of disaster management at different time. |
| Specific Objectives: | Raising awareness, enhancing response knowledge, changing public attitudes and behavior towards a potential hazard or disaster To create awareness on specific hazards like flood safety, earthquake safety and other hazards of school safety among children, teachers and parents. Designing and Development of IEC material for schools (students) and general public |
| Specification | <ul style="list-style-type: none"> • Development of 3 animation videos of 90 seconds - 120 seconds duration covering the topics (flood safety, earthquake safety and school safety - fire safety) • Development of animated/ comic story books on the same theme/idea • Development of Posters on the same theme |

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| Contents of Animated Video/story books and posters | <ul style="list-style-type: none"> • Understanding each disaster- Disasters faced by Pakistan • Pakistan's vulnerability to various disasters in school perspective. • Highlighting Pakistan's disaster management system specifically for schools • Prevention Mitigation preparedness, relief and rehabilitation measures to be taken at individual, schools and community level • Short Public service messages for awareness and understanding as a complement of video. |
| Time frame: | <ul style="list-style-type: none"> • 40 days |
| Roles and Responsibilities | <ul style="list-style-type: none"> • Contractor should have resources / capabilities to fulfill this job. Major skills include: 2D animator 2D illustrator • Sound Designer Contractor should attend all meetings scheduled • Contractor should maintain the focus of project on agreed scope and outcomes Contractor should follow deliverable submission deadlines |

In response to these ToR you are requested to submit your technical and financial proposals based on the following:

Technical/ Financial

- Company Profile
- Human Resource profile
- Copy of NTN certificate
- Past Experience in the related work
- Work sample of previously done animated work
- Broad work plan along with timelines for the said assignment

1. The selected firm for production of animated videos/ story books and posters will submit production proposal along with budget breakup for production of the show Admin and Finance Officer, GCC, NDMA within seven days. (15th February 2016)
2. The production assignment will be offered to a firm after approval of technical proposal and budget breakup by the Committee specifically constituted for the purpose.
3. After receiving acceptance of terms and conditions from agency/firm and approval of budget, production task will formally be assigned.
4. The Agency will be bound to complete the deliverables within time frame of 30 days.

5. The animated video/ story books/Posters will be in Urdu language with subtitles in English and adaptation for Radio will be in Urdu. The Production Firm has to submit the script for review within one week.
6. The agency/firm will get the concept outline, final script from the Committee before initiating production process.

Time Frame:

100 % submission of all deliverables within a timeline of 30 days from the date of award of the official contract.

The deadline to submit the proposal by email is the 15th of February, 2016 at fo.gcc@ndma.gov.pk. No proposal will be entertained after the deadline.